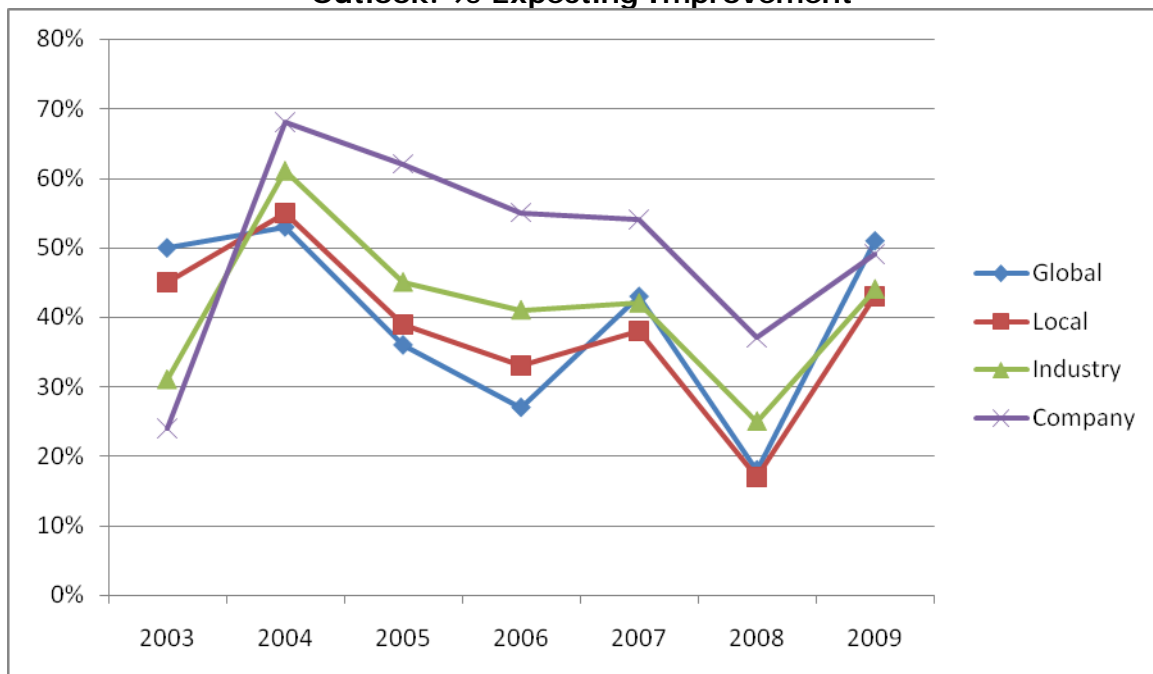


**GROWING GLOBAL OPTIMISM NOT PAYING OFF
AS SENIOR EXECs STILL EXERCISE CAUTION
ACCORDING TO A FINANCIAL TIMES/DOREMUS POLL**

FOR IMMEDIATE RELEASE...NEW YORK...October 29, 2009...The Financial Times and Doremus, the global business communications agency, announce the 2009 results of the 6th annual “Decision Dynamics” survey, which recently polled 470 executives representing a mix of industries and company sizes in North America, Europe and Asia. **Between 40 to 50 percent of respondents said they expect improvement** in local and industry conditions, as well as improvement in their own companies’ results.

Outlook: % Expecting Improvement



Graph 1: In the next six months, what changes do you expect in global economic conditions, your local economic conditions, your industry's economic conditions and your company's results?

Despite growing optimism, executives remain cautious about spending

Even with respondents reporting increased optimism over the economic outlook, spending plans are at similar levels to what they were a year ago, when economic conditions were seen as “getting worse” all around.

	2003	2004	2005	2006	2007	2008	2009
IT	50%	53%	61%	60%	55%	38%	39%
Facilities	35%	36%	43%	38%	43%	26%	25%
R&D	39%	43%	n/a	37%	43%	27%	25%
M&A	19%	20%	22%	29%	23%	17%	14%

Staffing cuts outnumber hires

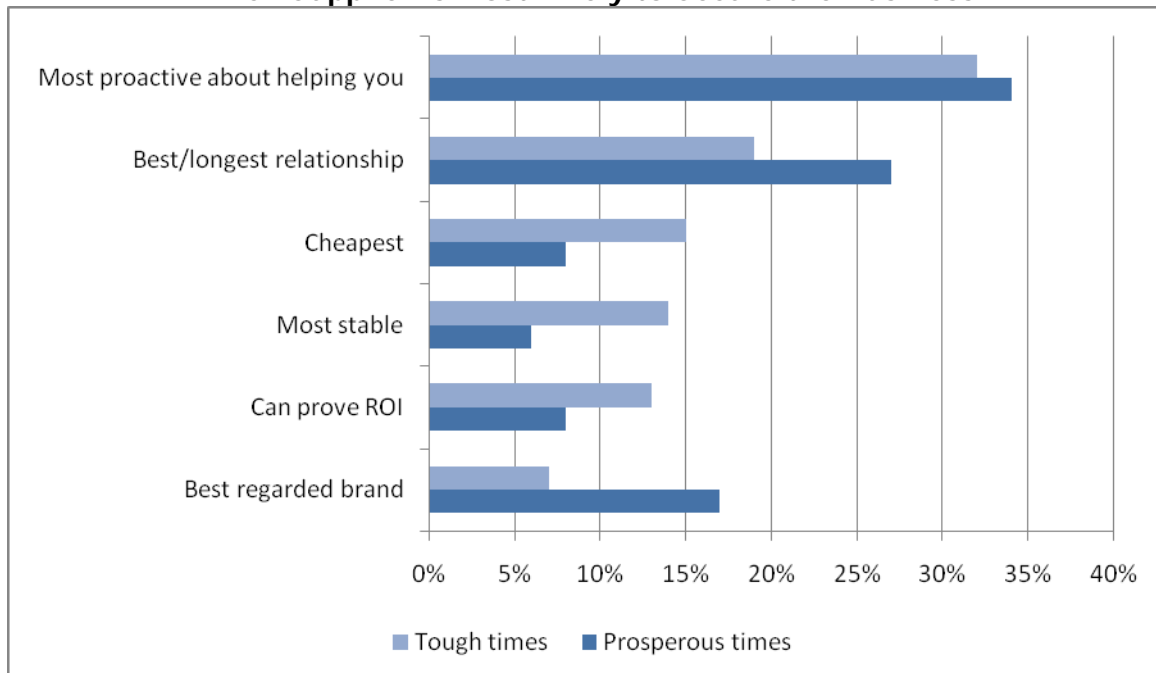
For the first time since the survey began in 2003, the number of senior level executives who intend to cut employment outnumbered those planning to hire.

When respondents were asked how their organizations' employment numbers would change compared to last year, 25 percent said they planned to hire this year, versus 32 percent who planned to cut employment. (In 2008, these proportions were reversed).

“Proactive” suppliers more likely to win the business

When posed with the question: “Which supplier is more likely to get work from you in prosperous times as compared to tough times?” the executives responded that the provider who was “most proactive about helping” would get their business, in good times and in bad, even trumping those service providers who were bargaining with price, or with whom they had an already established relationship.

Which Supplier is Most Likely to Secure the Business



“Senior level executives are treading cautiously,” said **Carl Anderson, CEO of Doremus**. “But there are signs of optimism rooted in traditional business values, such as appreciation for service providers that are proactive about helping over simply using those who offer the cheapest price. These are all positive, optimistic signs that things are starting to turn in a favorable direction...if not as quickly as we’d all like.”

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About Doremus:

Doremus (<http://www.doremus.com>) is a specialist in a world of generalists. With offices in New York, San Francisco, London, Frankfurt and Hong Kong, it specializes in business communications, helping companies align their communications with their business objectives. It does this by leveraging a unique understanding of the complexity of their industries and audiences, and translating that into compelling business-building solutions.